## The Band Played "Nearer My God to Thee" as Titanic Slowly Sank Giant Titanic Was Speeding 23 Knotsan Hour The Iceberg Was Sighted at Quarter of a Mile

 Dynamos Lasted 4 MinutesCaptain of Carpathis Says Lights on Tyanic Went Out Immediately After Impact - 200 Sleeping Sailori cued, and Mra. Astor is. Dangeroualy IIt-Press Bothe Hover Close to Carpathia on Heavy Sea. HIGHLAND LIGHT, Mass, April 18 (By Wireless.)-Capt.










Il the End, and Officers Behaved With Conspicuous Braver -Band Gathered in Saloon and Played "Nearer My God To Thee"Just Before the EndMrs. Isador Strauss Refused to Leave Her Husband and Both Perished Together.

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steward while Cap tain Smith, who


Will statet SELII 520,000 Cash Was Carried to Pler
Await Steamer's ArrivalAwait Steamer's Arrival Trains,


Living and Dead Steamed to Pier-Tens of Thousands, Using Every Coign of Vantage, Saw Carpathia's Arrival

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Police Cordon Held Assembly in Check While Steamer Freighted With CARPATHIA'S SKIPPER THREATENED REPORTER

WOMEN CRIED HYSTERICALLY AND HUNDREDS COLLAPSED

| Huge Crowds Gathered to Meet Carpathia Were HeldBack By Hundreds of Policemen-Survivors OrderedNot to Talk-Crew Had to Use Force to Separate Not to Talk-Crew H |  |
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| SOME LIFEBOATS HALF FULL |  |
| WHILE OTHERS WERE PACKED |  |
| SAYS CARPATHIA PASSENGER |  |
| There Were 16 Boats and Transferring of PasseagerWas Pitiable Sight-Children and Babies, Were Hoisted to Decks in Bage. |  |
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The Toronto World


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\& Co. Ltd.
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FRIDAY MORNING

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## Twelve Titanic Passengers <br> Represented \$162,000,000 <br> John Jacob Astor Headed List With Forture Estimated at $\$ 125,000,000$ - Chas. M. Hays Among the Wealthiest Millionaires <br>  <br>  <br>  <br>  <br>  MESSAGE TO TAFT FROM POPE <br> His Holiness Deeply Grieved Over Death of President Aide-de-Camp, Who Had Visited Him With Autographed Letter-President Wires Feeling Reply.  



224 YONGE ST.
Phone Main 2649
Prompt Delivery Service
$10 \%$ of our total receipts on Saturday will be given to a fund for the relief of the families of the sailors who lost their lives in the recent Titanic disaster. This money will be put in the hands of the Toronto Ad. Club.

## Our Spring Cleaning Sale

 It is just as necessary to clean your system as it is to clean your house or automobile

Thousands of Dollars Raised "Califomin" Was In New York for Relief Fund
$\qquad$ Twenty Thousand Dollars Cash for Immediate Distribution Was Taken to the Dock and Given to


Bills Passed by Congress Simplify Wireless Work
Was Taken to the Dock and Given to
Immigrants.
Ind



Real Estate and Building--News and Opportunities


## KEEP OUTI

"REEP OUT !" used to hang as a signo on every factory door. The old idea of secrecy in business made it seem a crime to show outsiders processes, materials, and methods of manufacture.

Now the white light of publicity is being let in by those who depend on public favor for business profits and business growth. The "keep out" sign is disappearing from factory doors and the "welcome" sign is taking its place.
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ell the truth, and it pays. Modern
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tell the truth, and it pays. Modern
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The public may overlook, but does not furgive, a lie
or an abuse of its confidence. The public regards with
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ging words. The public rewards with its favor and
money those who tell it the truth. It walks and shops
where the light shines and where the paths are straight.
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Swift Canadian Co., Limited -PACKERS TORONTO,


And All Packing House Products

## RICE \& WHALEY, LIMITED

LIVE STOCK COMMISSION DEALERS

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## Marconi Stocks Shoot Sky-High--Dividend on Copper Raised



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## A Page for the Men Who Play the Game

## A Special Sale of Men's Light-weight Raincoats

This is an opportunity that every man should take advantage of to get a light-weight raincoat, which is made from a genuine English Burberette cloth, in splain green-tinted stripe pattern. They are made single-breasted style, with English Raglan shoulders, some with the regular pockets and some with slash pockets without any lining, best tailoring; a light, dressy showerproof coat which sells in the regular way at $\$ 13.50$ and $\$ 15.00$. Saturday

The utmost in style and permanent satisfaction is assured in your suit and in every article of clothing bought from Simpson's Men's Olothing Department. Some articles you can buy at $\$ 15.00$. that are the best
values on this continent: values on this continen

Men's Suits in a plain English blue worsted and black cheviot cloth. A plain medium grey, a fancy stripe English tweed in brown and grey, and a plain grey Bannockburn tweed, all in the new single-breasted style.

## Men's Overcoats

A plain black English cheviot and a plain Oxford grey, made singleoreasted Ohesterfeld style and perfect fitting

## Men's Raincoats

style.
plain dark grey English cravenette eloth, single-breasted fly front

## Boys' Suits

Single-breasted yoke Norfolk suit in a fancy brown check, English



Double-breasted bloomer suit, made from a fine finish English tweed in a neat grey stripe; coat is cut with smart round corner lapels and neat fitting collar. Breast pocket and centre vent. Large roomy bloomers with
belt loops; sizes 26 to 33

## Fancy Blue Worsted

Russian suit in the neat military style, buttoning up side to shouldbr, mall stand collar trimmed with white pique, two box pleats down front, leather belt at waist, neat fitting bloomers, with elastic bottoms; sizes 3 to 8 years

Life is one big game for every man who has his way to make.

He cannot afford to neglect the equipment that places him in the class of well groomed men-of the successful men.

That there is, no need of heavy expense in buying the correct attire, the prices here given are proof enough. All the art of good tailoring and good in Simpson Ready-
taste is displayed
to-Wear garments.

Furnishings For Men-of-Taste
In selecting our furnishings we have kept in mind the men who want plenty of changes and perfect style, yet do not wish to exceed a reasonable expenditure. Consequently we feel sure that you will be pleased with our very complete display of fine shirts, neckwear, pnderwear, ete., which shows a wide variety of patterns and prices, calculated to cover every conceivable taste and need.
Men's Fine Soisette Pyjamas In blue and tan, for summer wear, have the new lite shape front, with two shade silk frogs; sizes 34 to 46. Saturday ....................e.en re.................. 3.00

## Men's Fine Cambric Negligee Shirts

In a range of narrow stripes for spring and summer wear, beautifully laundered. The workmanship perfect; sizes 14 to $18 \ldots \ldots .{ }^{-1.50}$ and 1.25

## New Neckwear

In a variety of new shades, plain or fancy patterns, including the flowing end and the long narrow shape, with border ends; a classy tie for .50

## Men's Wolsey Underwear

Beautifully soft, will not irritate the most sensitive skin, and guaranteed unshrinkable, light, natural shade; sizes 34 to 44 . Saturday, per garment

## 800 Garments of Men's Underwear

Heary and medium weight, light and dark shades, some pure white, shirts and drawers; a few of these ar' slightly counter soiled, the balance perfect, mostly odd lines, but a good range of sizes in the lot, 34 to 44 . Regularly $\$ 1.00, \$ 1.25, \$ 1.50$ and $\$ 2: 00$. To clear Saturday, a garment. . . 75

## 350 Men's Shirts

With soft, separate collar and double turh back cuffs, made from the famous "G83" cord, in black and white stripes only, large, roomy body, which is also full length, coat style; sizes 14 to 17. Regularly $\$ 1.50$. Saturday


The Gloves and Sox You Need for Warmer Days
Nenrs fine tan cape leather and grey suede gloves, extre soft pliable finish, I dome fastener, prix and
pique seams, good shades, perfect fitting, smart and pique seams, good shades, perfect fitting, smart and
stylish; sizes 7 to $91 / 2$. Special Saturday ...... . 98 Men's choice quality real French suede gloves, I Some fastener, extra soft pliable finish, pique seam, spear point back, correct shades; sizes 7 to Io, in grey dan. Saturday
Men's fancy all wool cashmere sox 1.50 neat embroidered designs, clox on ankle, and shot sill ffects; this season's newest ; double heel and toe to 11. Saturday, 45c pair, 3 pairs ............. 1.25 Men's fine all wool cashmere sox, "Llama" and
Woisey" brands, spring weight, double heel and to 9 to Is, Saturday 35c pair, 3 pairs


Some of the Season's Sporting Equipment

## Baseballs, Bats, Gloves, Mitts, Deckers Etc

$\qquad$


## A 21-Jewelled Waltham Watch, $\$ 20.00$


 Boys' Watch and Chain, Complete for 98c

Men's 16 Size Gold-filled Watch, Chain and Locket, Complete, $\$ 5.85$


A 17.Jewelled Gold-filled Watch, Chain and Lockot for $\$ 7.50$


## Roberr STHM[TSOMN Company

## Correct Hats for Spring Wear

Men's Stiff Hats samples, in black only, new
tyles and fine quality English fur felt. Regularl $\$ 2.00$ and $\$ 2.50$. Saturday

Regularly
.. 1.00 Men's Soft Hats, alpine, fedora, and neglige styles,
ine imported English and Italian felt, colors of grey, slate, fawn, brown, tabac, mole nickel, steel, bronz and mouse, in the new misto finish, or rough and shapes, well finished and trimmed. nobby up-to-date
clal Saturday, spe-

Men's Cape, new golf shape, square or round peaks. Extra fine quality imported tweeds, in shepperer or on un-
ven checks. Broken checks, diagonals, herringbones Scotch mixtures, donegals, homespuns, clouded and
nnowflake effects. Unfinished wirsted


